

**We Claim:**

1. An automotive lamp comprising:  
an arrangement of light emitting diodes (LEDs) supported within the automotive lamp;  
5 a bezel adjacent to the LEDs, the bezel having a dark surface for absorbing visible light, the dark surface having a high gloss finish to reflect light from the LEDs, while the dark surface absorbs visible light from other sources; and  
a lens of light transmitting material covering the arrangement of LEDs.  
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2. The automotive lamp of claim 1 wherein the lens is clear or tinted and has a dark frame around the periphery thereof.
3. The automotive lamp of claim 1 wherein the dark surface is black and the  
15 lens is clear.
4. The automotive lamp of claim 1 wherein the LED's of the arrangement are of one color.
- 20 5. The automotive lamp of claim 1 wherein the arrangement comprises LEDs of at least two colors.

6. The automotive lamp of claim 5 wherein the arrangement of LEDs comprises at least a first array having LEDs of a first color and the second array having LEDs of a second color.
- 5 7. The automotive lamp of claim 1 wherein the lamp is a brake light lamp, a turn signal lamp, a headlamp, a backup lamp, an interior lamp or an instrument panel back-lighting lamp.
8. A rear lamp assembly for an automotive vehicle comprising:
- 10 a first array of LEDs which emit red light to provide both a tail light and a brake light;
- a second array of LEDs which emit amber or red light to provide a turn signal;
- a bezel for surrounding the LEDs, the bezel being substantially black in color to absorb incoming light from exterior sources and having a gloss finish to reflect light from the LEDs;
- 15 a housing mounting the bezel, and
- a lens positioned over the bezel and arrays of LEDs.
- 20 9. The rear lamp assembly of claim 8 further comprising a passive reflective surface facing rearwardly and sidewardly with respect to the vehicle.
10. The rear lamp assembly of claim 9 wherein the first and second arrays extend vertically on the bezel.

11. The rear lamp assembly of claim 9 wherein the first and second arrays are separate and extend vertically in adjacent columns on the bezel.
12. The rear lamp assembly of claim 11 wherein the first array is outboard of  
5 the second array.
13. The rear lamp assembly of claim 12 wherein the reflective surface is positioned beneath the first and second arrays of LEDs.
- 10 14. The rear lamp assembly of claim 8 wherein the LEDs of the first array are connected to a power supply which is connected with both a road light control system and a brake system in the vehicle, the power supply having a first mode of a reduced duty cycle for illuminating the LEDs of the first array only as tail lights and having a second mode activated by braking system for delivering  
15 current at a higher percentage of the duty cycle to the LEDs of the first array illuminating the LEDs of the first array more brightly to provide brake lights.
15. The rear lamp assembly of claim 14 further including a connection from the power supply to the second array of LEDs which emit amber or red light, the  
20 power supply providing current at a higher percentage of the duty cycle to contrast with the first array.
16. The rear lamp assembly of claim 15 further including a third array of LEDs positioned at a side location of the lamp to provide a rear side marker light.

17. The rear lamp assembly of claim 16 wherein the third array of LEDs is energized by unmodified vehicle voltage.
18. The rear lamp assembly of claim 17 further including sidewardly facing  
5 and rearwardly facing reflectors on the bezel.
19. The rear lamp assembly of claim 8 further including a third array of LEDs positioned at a side location of the lamp to provide a rear side marker light.
- 10 20. A center high mounted stop lamp (CHMSL) comprising:  
an array of red light emitting LEDs;  
a bezel for surrounding and supporting the array of red LEDs, the bezel being substantially black in color to absorb incoming light from exterior sources and having a gloss finish to reflect light from the array of red LEDs;  
15 a housing mounting the bezel, and  
a lens over the bezel and the array of red LEDs.
21. The center high mounted stop lamp of claim 20 wherein the red light emitting diodes are arrayed in a line.
- 20 22. The center high mounted stop lamp of claim 21 wherein the lens is clear or tinted and has a dark frame around the periphery thereof.

23. An arrangement of rear signal lamps on an automotive vehicle, comprising:

a pair of rear lamps disposed on opposite sides of the automotive vehicle, each rear lamp having a first array of LEDs which emit red light to provide both a tail light and to provide a brake light, and a second array of LEDs which emit  
5 amber or red light to provide a turn signal;

a bezel within the lamp positioned adjacent to the LEDs, the bezel being dark in color to absorb incoming light from exterior sources and having a gloss finish to reflect light from the LEDs;

10 housings mounting the bezels of each rear lamp on the vehicle;

lenses positioned over each bezel and the array of LEDs of each rear lamp;

a center stop lamp positioned above the pair of rear lamps, the center stop lamp comprising an additional array of LEDs that emit red light, a bezel  
15 positioned adjacent to the LEDs of the additional array, the bezel being dark in color to absorb incoming light from exterior sources and having a gloss finish to reflect light from the LEDs of the additional array;

a housing mounting the bezel of the center stop lamp on the vehicle at a location above and between the pair of rear lamps, and

20 a lens positioned over the housing and additional array of LEDs of the center stop lamp.

24. The arrangement of claim 22 wherein the first and second arrays of LEDs in the pair of rear lamps are vertically extending arrays and wherein the additional array of LEDs in the center stop lamp is a horizontally extending array.
- 5 25. The arrangement of claim 24 wherein the rear lamps each include passive light reflector surfaces facing rearwardly and sidewardly with respect to the vehicle.
26. The arrangement of claim 24 wherein the rear lamps each include at least  
10 one sidewardly facing LED positioned in a sidewardly facing portion of the bezel.
27. The arrangement of claim 26 wherein the sidewardly facing LED in each rear lamp is a part of a third array including at least one other sidewardly facing LED.
- 15 28. The arrangement of claim 27 further comprising a power supply system connected with both a road light control system and a brake system in the vehicle, the power supply having a first mode of a reduced duty cycle for illuminating the LEDs of the first array only as tail lights, and having a second  
20 mode activated by the braking system and turn signal system for delivering current at a higher percentage of the duty cycle to the LEDs of the first and second arrays for the illuminating the LEDs of the first array more brightly to provide brake lights and for illuminating the LEDs of the second array for providing turn signal lights;

the LEDs of the additional array in the center stop lamp being connected directly to vehicle current for illuminating the additional array at a level similar to that of the first array in the second mode; and

the third array of LEDs being connected directly to vehicle current  
5 unmodified by the power supply.

29. The arrangement of claim 23 further comprising a power supply system connected with both a road light control system and a brake system in the vehicle, the power supply having a first mode of a reduced duty cycle for illuminating the LEDs of the first array only as tail lights and having a second mode activated by the braking system and turn signal system for delivering current at a higher percentage of the duty cycle to the LEDs of the first and second arrays for illuminating the LEDs of the first array more brightly to provide brake lights and for illuminating the LEDs of the second array more brightly to contrast with the first array when the first array is in the first mode, and  
5 the LEDs of the third array and the additional array being connected to vehicle current to illuminate the LEDs of the third and additional array at a level similar to that of the first array when the first array is in the second mode.  
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